

the Grand Canyon.

It is absolutely imperative that you mail multiple times because you will not like the results of “one-shot” mailings.

Side note: I cannot emphasize this enough. Frequency really matters with sales letters. Just wait until we talk about the stay-in-touch program. This is a program I’ve mastered that relies heavily on the concept of frequency. We’ll talk more about this shortly.

Rule of Thumb Four

Never make assumptions about anything. Even though I can sit here and yap on about rules of thumb there are many exceptions. Though I stand by everything I say about sales letters there are plenty of instances where Sales Associates will tell me they got better results tweaking what I preach.

BUT, don’t do it. You know what I’m talking about. I had one Sales Associate that was so intent on showing me a thing or two about sales letters that he spent a considerable amount of money to prove me wrong.

Here’s the problem. What he had identified took several years and a whole bunch of money and the difference in his response and mine was so minor he ended up spending lots of hard earned dollars on ZERO returns.

What we haven’t covered yet is a concept called ROI. ROI means return on investment and it is a valuable number to know. To keep it simple this is how it works. Let’s say you spend \$100 mailing a small list of people on your first mailing. Let’s say you spend another hundred bucks on the second mailing and the third. In fact, let’s just call it \$400.00 for all of your mailings to your small list.

The return on your investment of \$400.00 better be a heck-of-a-lot more money than \$400.00

If you make one sale and earn \$400.00 in commissions you’ve broken even. Breaking even is great but making money is better. Your ROI in the example is 1 for

1. That is you spent \$400 to make \$400. A realistic goal is to shoot for a 10 to 1 ratio. A ten to one ratio is for every \$10 bucks invested your return is \$100 bucks. For purposes of our example if you invested \$400.00 in your mailing and your return is 10 to 1 then you made \$4000.00

You may not be into math but you can add and you can subtract can't you? Just add the dollars you made and subtract from the dollars it cost you. This is your return. Are you starting to see why cold-hard-drudgery-prospecting can be expensive>

Side note: Return on Investment is total dollars you make minus total dollars your mailing cost you. I've had returns as nice as 23 to 1 and I've had negative returns. I don't like negative returns and you shouldn't either. This is a great lesson in keeping your lists highly targeted and small in number.

For those of you who own Mining Your Natural Market you'll know I talk about going after folks you know. Can you imagine sending sales letters to your extended spheres of influence? Not sure what I'm talking about? Well, I mentioned that this concept is heavy and it's a good idea to start at the beginning so you can understand mid-level stuff.

If you don't have the entry level products....well, for Pete's sake, or somebody's sake...get over to the website and order it today. Heck, you can become a member in minutes and all the material will be immediately accessible. It will help you greatly to understand this whole WARM-FUZZY thing I talk about in Prospecting.

Your sales letters must be written as if you were writing a friend. I always have someone in mind when I write a sales letter. I pretend I'm writing to my friend because I want to keep it as conversational as possible. Keep your sales letters conversational; warm and fuzzy doesn't hurt either.

Rule of Thumb Five

Match your message to your Prospect. I can't tell you how many times I've had Sales Associates write letters and the first thing I ask them is who is going to get the letter?

Oh, and before I forget...